*P Hess_Ret
From: Kuruc, Nick
Edited: 11/12/97 15:06
ubject: Amerada Hess Corporation

ROU Communication To Retail Representatives: Chain ID's Hess Mart 0353-03-01 through 08

Subject: Non Compliance

Charles Iszard of Hess has requested that our Retail Reps report a "warning" the following issues with regard to the Philip Morris Basic Display in Hess Mart Locations:

[] Instances where Philip Morris (Basic) has more than 24 total facings.

[] Instances where the Basic display is not in the backbar position.

Please ensure that a complete explanation is made; I.E. total Basic facings, location of display, etc.

We have made every effort to standardize our Program on the backbar. Evidentially Philip Morris has not done the same. Hess needs to have this information as soon as practicable.

As always thanks for your help.

51851 7732

Source: https://www.industrydocuments.ucsf.edu/docs/nhpn0000